



COMMONWEALTH of VIRGINIA

Office of the Governor

Timothy M. Kaine
Governor

June 14, 2007

Ms. Emily Stover DeRocco
Assistant Secretary for Employment and Training
United States Department of Labor
200 Constitution Avenue, NW, Room S-5206
Washington, DC 20210
Attn: Karen Staha

Dear Ms. Stover DeRocco:

I am pleased to submit Virginia's application for incentive funds under Section 503 of the Workforce Investment Act (WIA), based upon the Commonwealth's program year 2005 performance in WIA, Adult Education and Carl Perkins Vocational and Technical Education Act.

I am confident that you will find the application to be developed in conformance with the instructions issued by your department on May 8, 2007, and more importantly, that you will concur that the proposed activities are innovative, comprehensive and targeted to improving system performance. The coordination of education and workforce efforts are fully supportive of my Workforce Development Strategic Plan. Its goals relate to substantial reform to streamline and integrate workforce policy and services for business and job seekers, demonstrating results and value in the workforce system and responding to skill-development needs.

The timing of this incentive award affords the Commonwealth the opportunity to seize upon the momentum of the plan's release and make significant strides in improving the quality of life for our residents while also supporting our business community.

Sincerely,


Timothy M. Kaine

Commonwealth of Virginia

Application for Workforce Investment Act Section 503 Incentive Grant Based on Program Year 2005 Performance

1. *An assurance that the state legislature was consulted with respect to the application,*

The Virginia General Assembly in 2006 enacted new workforce legislation that in part required the Governor to develop a strategic plan for workforce development. There were nine legislative members on the steering committee that developed this plan. The plan was then presented to the 2007 General Assembly upon completion. The activities proposed in this application are directly related to the goals and strategies developed from that plan, thereby providing the linkages with the legislative body.

2. *An assurance that the Governor and agencies responsible for Adult Education and Perkins approve of the application,*

This application has been developed at the concurrence of the Secretary of Education (Adult Education), the Senior Advisor to the Governor for Workforce (WIA) and the Virginia Community College System (Perkins). It has been reviewed and approved by the Governor through a decision briefing process.

3. *An assurance that all three programs exceeded the levels of program performance,*

The Commonwealth provides this assurance.

4. *Identification of the state agency and contact person that will receive and administer the funds,*

The Virginia Community College System will serve as grant recipient/fiscal agent for this incentive grant.

Contact: Wendy Kang, Director of Workforce Development Services Research
Virginia Community College System
101 N. 14th Street, 15th floor
Richmond, VA 23219
(804) 819-4781 wkang@vccs.edu

5. *Description of the planned activities,*

Overview

Virginia proposes to use the USDOL incentive grant funds to develop a five-year statewide career pathways plan for adults and to initiate or restructure workforce programs in three regions of the state. The programs target adults who are unemployed or transitioning into high-growth, high-demand industries from slow growth ones. The activities are designed to address the primary goal related to education and workforce as identified in the Governor's strategic plan for workforce: Creating a well-trained, well-educated and globally competitive skilled workforce. Virginia's efforts will be led by the Virginia Community College System (VCCS), which will address this goal through the following activities:

1. Development and implementation of a statewide adult career pathways models and communication plan: Work with a nationally recognized resource to develop a five-year plan and will provide appropriate training to stakeholders in the development and administration of career pathway models.
2. Providing an alternative approach to organizing workforce education and skill development: Work with selected colleges to develop or restructure workforce programs to align with business and industry skill standards in high-growth, high-demand occupations. These programs serve as an initial credential, providing excellent entry-level opportunities in support of career development for low-skilled, underemployed adults.
3. Increase attainment of the Career Readiness Certificate (CRC): Utilize the CRC as an assessment tool for entry into the pilot career studies certificate programs and study the use of existing assessment instruments. Funds also will be used to increase the statewide visibility of the CRC.

Project Description

For the development and implementation of a statewide career pathway plan, the VCCS will contract with a nationally recognized consulting firm specializing in career pathways development to produce a comprehensive five-year state plan for developing, sustaining, and marketing career pathways. Leaders from government, business and industry, labor, economic and workforce development, and all levels of education and workforce training will be included in the process. The plan will address the means by which career pathways, at all education and training levels, can be initiated and sustained through an on-going process of gap analysis, partnership development, employer engagement, program design, marketing, planning for sustainability, and continuous improvement.

VCCS will provide training to those stakeholders leading career pathways development and assessment in their regions through an annual career pathways academy. The academy will include national subject experts from such organizations as the Workforce Strategy Center, the College and Careers Transition Initiative, and the National Career

Pathways Network. In addition to the annual conference, VCCS will provide supplemental training through virtual coaching, web-based resources, and site-visits.

VCCS also will work with selected colleges to develop or restructure career studies certificates or comparable noncredit programs to align them with business and industry skill standards in high-growth, high-demand occupations, such as transportation, logistics, healthcare, manufacturing, and construction. The programs provide short-term training (usually less than one year) and primarily target underemployed adults.

Colleges participating in the pilot will be required to meet the following criteria:

- Programs are in a high-demand, high-growth occupational area as validated by state and regional stakeholders
- Programs are developed in collaboration with business and industry partners, with business and industry providing measurable support for the program such as facilities or equipment use, assistance with curriculum design, assistance with student recruitment and marketing, and a commitment to provide employment opportunities for program completers
- A minimum of 25 students per year are enrolled in the selected programs
- The Career Readiness Certificate is used as an assessment of basic skills and as one of the workforce credentials that participants could obtain
- The program is operated as a career studies certificate of not more than 24 credits or as a comparable noncredit program. The program must align with national skill standards, offer opportunities to gain certifications and licensures as appropriate to the occupation, and increase workforce readiness skills. The program also must articulate to associate degree programs, registered apprenticeships, or higher levels of certification and training.
- Students receive services to include career planning, access to student financial aid, and job interviews facilitated by the college or partner programs
- Colleges partner with One-Stop, Adult Education, Career Coaches, Middle College Programs and other partners for recruitment, outreach, and support services of participants
- Colleges provide end-of-grant reports on the outcomes of the initiatives and share best practices that become part of the career pathway plan

6. Description of how the activities are related to improving performance,

The activities described in the proposal will improve performance in the following program areas:

- Credential attainment rate (WIA and Perkins): WIA and Perkins participants who enter the pilot programs would receive a credential through the Career Readiness Certificate and the attainment of the career studies certificate. In addition, once the career pathway plan is in place, which includes increased partnerships with stakeholders, such as the one-stops, then referrals from WIA to community

college programs (and the eventual credential attainment) are expected to increase.

- Entered employment rate and retention in employment (WIA and Perkins): WIA and Perkins completers of the community college programs are expected to increase employment and retention in employment rates as the programs offered are required to align with the current high demand, high growth needs of business and industry.
- Technical Skills Attainment (Perkins): The new Perkins IV legislation requires community colleges to assess these skills through externally recognized licensures/certifications. The alignment of career studies certificates to nationally recognized licensures/certifications will increase the number of students receiving these awards.
- Entered postsecondary education (Adult Education): Through partnerships with Adult Education, participants in the Adult Education program could easily transition to the developed pathway programs, which would increase the postsecondary education transition rate.

7. *Describe any state consultation with stakeholder groups and the general public on use of funds,*

The public participation process related to the Governor's Workforce Development Strategic Plan involved 6 public input sessions held throughout the state. The goals and strategies supported by the activities in the application were a direct result of that public input.

Note: Completed set of Standard 424(a) Budget documents are attached.

BUDGET INFORMATION - Non-Construction Programs

OMB Approval No. 0348-0044

SECTION A - BUDGET SUMMARY						
Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. WIA Incentive Grant		\$	\$	\$	\$	0.00
2.						0.00
3.						0.00
4.						0.00
5. Totals		\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	0.00
SECTION B - BUDGET CATEGORIES						
Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY					Total (5)
	(1)	(2)	(3)			
a. Personnel	\$	140,000.00	\$	\$	\$	140,000.00
b. Fringe Benefits		42,000.00				42,000.00
c. Travel		6,000.00				6,000.00
d. Equipment		5,000.00				5,000.00
e. Supplies		1,000.00				1,000.00
f. Contractual		1,425,000.00				1,425,000.00
g. Construction						0.00
h. Other		4,378.00				4,378.00
i. Total Direct Charges (sum of 6a-6h)		1,623,378.00	0.00	0.00	0.00	1,623,378.00
j. Indirect Charges						0.00
k. TOTALS (sum of 6i and 6j)	\$	1,623,378.00	\$ 0.00	\$ 0.00	\$ 0.00	1,623,378.00
7. Program Income	\$		\$	\$	\$	0.00

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Standard Form 424A (Rev. 7-97)
Prescribed by OMB Circular A-102

SECTION C - NON-FEDERAL RESOURCES					
(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) TOTALS	
8.	\$	\$	\$	\$	0.00
9.					0.00
10.					0.00
11.					0.00
12. TOTAL (sum of lines 8-11)	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	0.00
SECTION D - FORECASTED CASH NEEDS					
	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
	\$	\$	\$	\$	\$
13. Federal	0.00				
14. Non-Federal	0.00				
15. TOTAL (sum of lines 13 and 14)	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	0.00
SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT					
(a) Grant Program	FUTURE FUNDING PERIODS (Years)				
	(b) First	(c) Second	(d) Third	(e) Fourth	
16.	\$	\$	\$	\$	
17.					
18.					
19.					
20. TOTAL (sum of lines 16-19)	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	0.00
SECTION F - OTHER BUDGET INFORMATION					
21. Direct Charges:		22. Indirect Charges:			
23. Remarks:					